

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION**

January 24, 2008

**Holiday Inn Capitol Plaza
300 J Street
John Q Ballroom, 16th Floor
Sacramento, CA 95814**

MINUTES

Agenda Item 1 – Call to Order and Chair’s Welcome

Chair Hector Ramirez called the meeting to order at 9:05 a.m.

Commissioners Present: Hector Ramirez, Chair
David Kears, Vice Chair
Don Attore
Carla Dartis
Molly Munger
Eleni Tsakopoulos-Kounalakis

Commissioners Absent: Maria Minon, M.D.

Ex Officio Member Present: Diane Levin

Ex Officio Member Absent: Joe Munso

Chair Ramirez welcomed Eleni Tsakopoulos-Kounalakis, a new commissioner recently appointed by Senate pro Tempore Don Perata, whose experience will broaden the business perspective of the commission and contribute to important discussions, decisions and advocacy for early child development.

Chair Ramirez congratulated Commissioner Dartis who recently joined Tides as Senior Vice President and will serve at the Managing Director to Tides Center, which partners with individuals, groups and funders to implement programs that accelerate positive social change.

Agenda Item 2 – Recognition of Former Commissioner Louis Vismara, M.D.

Chair Ramirez formally recognized and honored former Commissioner Dr. Louis Vismara by presenting him with a Senate Resolution that highlighted his many years of outstanding services to the commission and his many accomplishments and contributions to California’s youngest children.

Agenda Item 3 – Executive Director’s Report

Kris Perry, Executive Director, provided an update and reported on the following items:

Accomplishments for 2007

Ms. Perry highlighted the accomplishments for 2007 by announcing that First 5 California:

- Created an all new Annual Report format, reducing its size by focusing on key messages and core data
- Provided a final response to the Bureau of State Audits
- Disseminated its message to a wider audience through corporate partnerships with Westfield and other private companies
- Published the final Migrant Education Even Start program evaluation
- Launched the First 5 California Intranet

Legislation and Advocacy

First 5 California worked with the Association and other stakeholder groups to ensure that the ballot initiative language to address funding mechanisms for the health care reform bill, ABX1 1 (Nunez), included Proposition 10 backfill language.

Senator Dave Cox's bill, SBX1 5, which would have redirected all First 5 revenue to the General Fund to be used toward health insurance for children, failed passage in the Senate Health Committee. The hearing and the related press conference received attention from various media outlets calling into question First 5 fund balances. First 5 California will work with the Association to create a statewide message in response. Staff will continue to closely monitor this issue.

Ms. Perry testified at an Assembly Education informational hearing on educational facilities about the need to increase funding for preschool facilities. Ms. Perry will lead a Quality Improvement System Workgroup in 2008 to create recommendations for upgrading Title 5 programs.

In January, Ms. Perry attended the Governor's State of the State Reception at the State Capitol with other executive level staff and elected officials. She was contacted by the First Lady's office who asked First 5 to partner with other state agencies on a program entitled "*We Connect*," which is intended to help low-income families.

Ms. Perry moderated a panel at the Champions for Change Conference on what can be done to treat, prevent and report on health risks associated with childhood obesity.

Finance and Administration

First 5 California's audit for Fiscal Year 2006-07 was completed with no findings again this year.

Beginning with calendar year 2007, all state government agencies are required to complete an Internal Control Review. Managers and staff completed a thorough review of organizational internal controls. Four findings were reported. Three findings are minor in nature and are easily remedied. A fourth finding addressed insufficient documentation of program policies and procedures, which will require dedicated staff resources to develop. Consistent with the report requirements, First 5 California has prepared a corrective action plan to remedy all findings.

Organization and Staffing

Ms. Perry announced the addition of two new staff to the Program Management Team: Education Administrators Mike Fuller and Camille Smith. Other staff who joined First 5 California include Joan Dutra, Administrative Assistant, Kimberly McDaniel, Program Management Team and Jamiann Collins-Lopez, Communications Division.

Program and Technical Assistance

Sarah Neville-Morgan, Deputy Director of Program Management, presented at the National Association for the Education of Young Children's Annual Conference in Chicago. The topic of the conference was *Reaching Family, Friend and Neighbor Caregivers through KCET's Series A Place of Our Own* and *Los Niños en Su Casa*.

Program Management staff has worked on promoting a stronger focus on zero to three, including:

- Participating in focus groups that resulted in a new report, *Common Vision, Different Paths: Five States' Journeys toward Comprehensive Prenatal-to-Five System*, recently released by ZERO TO THREE and Pre-K Now.
- Speaking at the 2007 Preschool Policy convening, featuring prominent state and local policymakers committed to preschool and focusing on the importance of a birth to five platform, with preschool being one important aspect of that work.

PUBLIC COMMENT: None

Agenda Item 4 – First 5 Association of California Report

Sherry Novick, Executive Director of First 5 Association, provided an update on Association activities:

- Ms. Perry presented the State Commission's Strategic Plan to the Association at their meeting the previous day. Association members later discussed the alignment between many local activities and the goals delineated in the plan. Areas of particular interest included the development of a policy agenda, where local commissions can identify policy needs based on program experience, and the upcoming analysis of the Commission's legacy programs. Members requested documentation of the Commission's program assessment process so that it might be replicated at the local level.
- The Association's Health Access Learning Exchange met to discuss issues focused on the impact of health care reform on county initiatives and looked at ways to demonstrate the value of First 5's contribution to children's health.
- The upcoming Preschool For All Learning Exchange will address policy issues and we will hear from researchers about New Jersey's experience implementing its court-mandated preschool system.
- Vice Chair Kears served as keynote speaker at the last Early Childhood Mental Health convening. The project, funded by The California Endowment, brought together teams from 23 counties to develop statewide policy recommendations in order to allow local systems of care that address early childhood mental health needs.
- Prior to the statewide Network for a Healthy California conference, Moira Kenney (Association Program Director) organized a pre-conference institute on Nutrition for

children ages 0 to 5. Ms. Perry moderated a well-received panel, which featured experts who have worked closely with First 5 California. In the coming year, the Association will work with local commissions to reach child care providers, community-based programs and parents to disseminate curricula and other resources.

- Ms. Novick and Katie Villegas (First 5 Yolo Commissioner) testified in opposition to SBX1 5 (Cox) at the Senate Health Committee. In response to Senator Cox's claims regarding fund balances, Ms. Novick stated that First 5 commissions have multi-year initiatives, which are funded through multi-year budgets, which explains why they are required to maintain fund balances. Ms. Novick acknowledged the importance of educating the Legislature and the public regarding the work of First 5 and outcomes that are being achieved.

PUBLIC COMMENT:

Laurie True (Executive Director of the California WIC Association) urged First 5 at the state and county levels to work in closer partnership with WIC on nutrition issues. She noted that a new WIC food package is about to be launched that will significantly improve the food available to low-income families with young children. She expressed the importance of promoting the food package.

Ms. Perry pointed out that partnering with state and national organizations is embedded in the new Strategic Plan.

Elisa Bupara, First 5 California Communications Director, explained that First 5 consulted with WIC in the development of the obesity prevention ads and flyers. The WIC logo was incorporated into First 5 ads, which were distributed to WIC centers. In addition, the Commission-funded cookbook by Chef LaLa is based on WIC's new food guidelines.

Commissioners Attore and Kears emphasized the importance of attending to partnership-building going forward.

Agenda Item 5 – Committee Reports

5a – Public Education and Outreach

Elisa Bupara, Director of Communications, reported that the First 5 management staff conducted a teleconference with the Media Review Committee to discuss the criteria for selection of corporate partners and the development of the advertising RFP.

Vice Chair Kears said the committee was clear that it wants agreed-upon criteria for the corporate partnerships program before considering any potential partners so that decisions are made with consistency.

PUBLIC COMMENT: None

5b – Legislative Committee

Marsha Jones, Chief of Legislative and Governmental Affairs, reported that the Legislative Committee approved positions on two bills since the commission last met in January:

- Support if Amended – AB 100 (Mullin), which would enact the Kindergarten-University Public Education Facilities Bond Act of 2008. First 5 requested amendments to expand provisions to include funding for preschool facilities as the existing preschool facilities infrastructure in California is unable to support a quality preschool system.
- Oppose – SBX1 5 (Cox), which would have redirected all Proposition 10 tobacco tax revenues to the General Fund to be appropriated by the Legislature for children's health care services. The bill failed passage in the Senate Health Committee.

Commissioner Munger noted that her organization, the Advancement Project, found a disproportionate lack of preschool facilities in low-income areas, while a recent RAND study found that half the children eligible for state-funded early education do not receive it. Both studies demonstrate the need for increased capacity in low-income areas.

Commissioner Attore requested Commissioner Munger to provide the commission with additional data to support the need for preschool space.

Commissioner Dartis inquired about the process First 5 takes to determine the priority level on legislative bills.

Ms. Jones explained that First 5 utilizes a criteria that was approved by the commission for prioritizing bill levels that directly links to the mission, goals and objectives outlined in the Strategic Plan.

Commissioner Dartis was pleased that the commission is working on AB 100 because the bond will provide opportunities to leverage First 5 funds and potentially include partnerships with the private sector.

PUBLIC COMMENT: None

Agenda Item 6 – Legislative Update

Marsha Jones, Chief of Legislative and Governmental Affairs, provided a brief update on state legislation and the special legislative session.

Although SBX1 5 (Cox) failed passage in the Senate Health Committee, the concept of using Proposition 10 revenues to cover health care costs for children is still alive as the Legislature moves forward on health care reform in this year's budget debates.

Ms. Jones conveyed the strong sentiment expressed by Senator Darrell Steinberg during the Senate Health Committee hearing on SBX1 5, in which he noted the need to demonstrate and communicate specific county outcomes from expenditures to date.

She stated that First 5 California is working with the counties to develop a statewide message in support of First 5 programs that illustrates wise investments in education programs and health services that address critical issues.

Commissioners discussed the need to make contact with Senator Steinberg regarding his concerns.

Commissioner Tsakopoulos-Kounalakis said her understanding was that his concern related mostly to the counties and asked how the dynamic works between the state and county commissions.

Ms. Perry responded that historically it has been reciprocal, with the state commission leading through matching grants that provide an incentive for county commissions to participate in state initiatives. However, under the new Strategic Plan, the state commission will lead in more diverse ways through a variety of new partnerships.

Ms. Jones also reported that commission staff met with Senator Steinberg's staff and former Commissioner Vismara to discuss ways to implement the recommendations of the Blue Ribbon Commission on Autism, some of which link well to findings from the commission's Special Needs Demonstration Project.

PUBLIC COMMENT:

Ms. Novick stated that members of the Legislature are familiar with the work being done at local levels. She noted that where First 5 has been stymied is trying to capture data reflecting a statewide statement.

Laurie True announced that WIC would like to partner with First 5 on legislation being introduced by Assemblymember Galgiani regarding childhood obesity.

Agenda Item 7 – Financial Plan (Fiscal Year 2007-08)

Terry Miller, Chief of Administrative Services, provided commissioners with a brief overview of the First 5 California funding structure, including elements that impact statutory distribution of funds, revenue summary, financial obligations by goal and issues related to current and future fiscal plan development as follows:

Funding Structure

The Board of Equalization (BOE) transfers money to the California Children and Families Trust Fund and by statutory direction, 80% is disbursed by First 5 California to County Commissions and 20% is placed in six First 5 statutory accounts. First 5 also disburses funds to counties participating in programs developed by First 5 California which support the Strategic Plan. The fiscal accounts are audited on an annual basis and First 5 expends funds that are consistent with the Strategic Plan.

BOE Adjustments

The BOE administrative fees are taken off the top of the Children and Families Trust Fund. Between FY 2003-04 and FY 2007-08, BOE's administrative costs increased by almost \$9 million. This is due to the costs of implementing new enforcement laws and the fact that the BOE can no longer afford to absorb any of the costs related to managing special funds.

BOE also determines the backfill amount, based on a negotiated formula. As revenues increase, the amount of backfill increases. The Proposition 99 backfill is expected to increase from \$18.5 million in FY 06-07 to \$19.6 million in FY 07-08. The increase in costs could be attributable to enforcement efforts, bringing in projected increased revenue.

The Department of Finance (DOF) oversees and approves position and expenditure authority of the BOE.

Commissioner Tsakopoulos-Kounalakis asked what recourse the commission has in regard to the increasing administrative costs.

Ms. Miller explained that the DOF has authority to approve or reject staff positions at BOE and commission staff are in close contact with DOF to monitor whether the positions are justified.

First 5 California Tax Revenue

Both state and county planning efforts are based on tax revenue fund projections. The fluctuation in revenue examples the importance and need for both long-range financial sustainability plans and the determination of an adequate reserve of funds to meet long-term fund obligations during times of unanticipated shifts in funds.

The reliability of the tax model is critical to state and county planning and sustainability efforts. The current and proposed changes in tax revenues and collection efforts contribute to the instability of the current tax revenue projections. The many variables related to tax revenue collection and administration have continued to increase the complexity of a model. First 5 is working with the DOF and the BOE to determine its role in securing and updating the model for cigarette tax revenue projections for the State.

Commission staff had hoped to contract for an updated financial model to project revenues into the future. However, DOF staff feels the commission should use its projections. Historically these have been high, while the commission's projections have been slightly low. Staff from both agencies are in discussion regarding how to proceed in order to give the state and county commissions the information they need for financial planning.

Fiscal Year 2007-08 Projected First 5 California Revenues

The projected tax revenue for First 5 California is approximately \$107 million, which is disbursed to six accounts based on statute. The statute mandates that the funds in any particular account remain in that same account. Funds cannot be moved from one mandatory account to another, except that savings in the administrative account can be moved to the unallocated account.

Surplus Money Investment Fund

Revenues collected that are not expended are directed to the Surplus Money Investment Fund. The State Controller's Office determines the amount of interest due to the Children and Families Trust Fund. The interest earned is directed to the accounts proportionately to the amount of money that was in those particular accounts based on a daily assessment of those interest rates. First 5 disburses interest revenues to county commissions on an annual basis based on the same disbursement model as tax revenues.

First 5 California's Spending Plan

The majority of First 5's financial obligations support current signature and legacy programs. These programs include School Readiness, Power of Preschool, CARES, the Special Needs Project, the *Kit for New Parents*, and Technical Assistance. Program designs included multi-year funding obligations. First 5 California's funding obligations include heavy reliance on fund reserves to meet current and future obligations.

Decisions made in current budget years regarding program, project, and operations funding, will have a significant impact on the fiscal obligations of the organization and its ability to achieve the goals outlined in the Strategic Plan.

Funding for First 5 California obligations include a heavy reliance on fund reserves to meet these obligations. Reserve obligations in FY 2007-08 and FY 2008-09 represent an obligation (contractual commitment) of over 1/3 of the First 5 California reserve.

If First 5 continues to fund programs at the current levels, First 5's obligations will significantly exceed projected revenues, resulting in insufficient reserves to support the funding obligations.

Authority and fiscal obligations for the legacy programs begin to end in FY 2008-09. Decisions regarding investment and program development for future years must be aligned with the projected tax revenues, the planned reserve fund limits and expenditure of funds in excess of tax revenues and reserve minimums.

Commissioner Dartis asked if the commission has a strategy to maintain a future reserve.

Ms. Miller said the commission accrued a large reserve during its first three years, but now needs to establish a policy for a prudent reserve to guide its future spending plans.

Commissioner Tsakopoulos-Kounalakis asked if all the commission's funds are committed for the next three years, leaving the commission with no say over its budget.

Ms. Perry acknowledged that the current expenditure plan is based on inherited obligations, but pointed out that historically programs have under spent, creating room for adjustments and new commission decisions.

Commissioner Attore asked for information showing projected and actual expenditures over the past five years and the net ending balance in each account compared to projections. He suggested that the commission work with the Association to assist the counties to develop clear, unambiguous data about their expenditures and fund balances.

Ms. Miller reminded the commission that she had previously provided this information.

PUBLIC COMMENT:

Pat Wheatley (Executive Director, Santa Barbara County) told the commission that this is exactly the type of planning that every county commission has done for years; most

have 10-year financial plans that include long-term sustainability for their initiatives and management of their reserves. Understanding the state commission's projections helps the counties plan for partnership programs that involve matching state and county funds.

Commissioner Tsakopoulos-Kounalakis asked Ms. Wheatley what her response would be to Senator Steinberg on his question regarding county outcomes.

Ms. Wheatley responded that counties have common themes and specific short-term outcomes that are reported locally, but they have not been communicated well. She also noted that commissions are working to change systems, which is a long-term process for which immediate outcomes are harder to measure.

Agenda Item 8 – Annual Report (Fiscal Year 2006-07)

Stacie Sormano, Deputy Director of Research and Evaluation, presented commissioners with First 5 California's Fiscal Year 2006-07 Annual Report.

In 2005 First 5 California introduced new annual report guidelines for the First 5 counties, which streamlined the data reported to First 5. As a result, First 5 was able to condense and present annual report information in a more concise manner.

The annual report provides an overview of First 5 California, explains services provided, highlights of First 5-funded programs, and provides services and expenditure data for programs and focuses only on data necessary to meet Proposition 10 reporting requirements. County profiles will be published and distributed in February to counties as a companion document to the annual report.

Ms. Sormano provided commissioners with an analysis of data regarding First 5's progress toward fulfilling its vision and targeting services to children most in need.

First 5 maximizes its resources to target children most at-risk and to help close the school readiness gap, ensuring all children enter school ready to learn.

First 5 looked at the ethnic breakdown of children ages 0 to 5 in California to determine whether First 5 targeted the groups of children most at-risk. According to the Department of Finance, 51% of California's children ages 0 to 5 were Latino and 5% were African American. The 2007 Rand study identifies these groups as experiencing academic achievement gaps. First 5 showed success in targeting these groups and identified that 64% of services were provided to Latino children, while 5% were provided to African American children. In addition, 58% of First 5-funded services supported children with primary languages other than English, while 54% of funded services supported children whose primary language is Spanish. These ratios exceed the demographic breakout of language and by ethnic group for the state as a whole.

Ms. Sormano reported on the 06-07 fiscal year expenditures and the collective services provided to children ages 0 to 5, adults and other relatives. She specifically highlighted First 5's four focus areas.

Family Functioning

First 5 provided a wide variety of services to impact family functioning and improve a family's ability to be self-sufficient.

- First 5 California provided approximately 800,000 services designed to support family functioning. Children received services to support basic family needs, while adults and relatives most commonly received resource and referral services.
- Total family functioning expenditures were more than \$72 million.

Child Development

The vast majority of services were related to preparing children for kindergarten. These services included School Readiness programs, preschool, kindergarten transition, provider education and early education programs.

- First 5 provided more than 800,000 services designed to improve child development.
- Counties provided more than 190,000 services related to comprehensive developmental screenings and assessments.
- More than \$165 million of child development expenditures went to prepare children for kindergarten.

Child Health Services

Consistent with the administration of services, the largest segment of expenditures went to support health access, which included assisting families in obtaining health insurance, ensuring use of health services, insurance enrollment retention strategies, and premium payments or subsidies.

- First 5 provided nearly 1.2 million child health services to California children ages 0 to 5 and their families.
- Expenditures designed to improve child health totaled \$105 million.

Systems of Care

Services for systems of care are designed to impact the recipients of family functioning, child development and child health services.

- Last year First 5 spent more than \$76 million to improve systems of care for children ages 0 to 5.
- The majority of those expenditures supported provider capacity building, training and support.

Overall, First 5 expended approximately \$461 million to provide 2.7 million services, targeting services to California's most at-risk children ages 0 to 5.

MOTION/ACTION: Commissioner Attore moved that the commission approve the First 5 California Fiscal Year 2006-07 Annual Report and its submission to the Governor, the Legislature and county commissions, as required by statute. The motion was seconded by Commissioner Munger.

Commissioner Munger inquired why the report measured services provided, rather than children served.

Ms. Sormano responded that this was the only way to avoid duplicate counts since many children, particularly those at highest risk, may have received multiple services.

Commissioner Kears agreed that it would be more compelling to refer to the number of children and families served and felt that the breadth of the intervention should also be shown.

Commissioner Tsakopoulos-Kounalakis asked why a fundamental breakdown on the ethnicity of children in California was not included in the report.

Ms. Sormano explained that the data provides both a broad picture and micro-views of specific service areas. The published report was designed to meet the reporting requirements in statute, but much more analysis can be done of the data.

Ms. Perry added that the Strategic Plan calls for the equitable distribution of resources and emphasis in our organization around research and evaluation, policy or advocacy and communications, which has to be braided together in all the work that First 5 does. We have been operating more siloed in order to benefit from each others expertise.

Commissioner Dartis suggested highlighting ways that First 5 leveraged funds, as well as the number of children who received services. She noted that a lot of information in the report could be pulled out to illustrate the value of First 5 and the impact it has on children and families.

Commissioner Munger expressed concern regarding the percentage of African American children that were served; she felt it should have been higher, given the risk factors in that population.

Commissioner Attore stated that the first chapter is excellent and should be pulled out and used on its own.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 9 – Extend Public Education and Outreach Contract for Two Years

Elisa Bupara, Director of Communications requested commission approval to extend the existing public relations contract, which expires in May 2008.

First 5 California's profile has been raised on the state and national level setting in motion multi-faceted public education efforts in multiple languages, on multiple platforms, and in diverse regions. As a result, First 5 is at a critical juncture with its public education and outreach program and believes that seamless continuation of its efforts is of great importance to fulfill the public's mandate.

Should the current contract expire, all media relations, county commission technical assistance, and ethnic and grassroots outreach will be suspended.

First 5 California, The Rogers Group and their sub-contractors have played a key role in many First 5 accomplishments and successes. First 5 must keep the momentum going to begin to realize the goals in the new Strategic Plan as we maximize existing program efforts.

First 5 California's communications campaign integrates advertising, public relations and grassroots outreach to reach its target audiences. The synergy between these disciplines produces powerful results in brand recognition and behavioral change among the state's parents and caregivers. First 5 must not only reach people through the media, but also through word of mouth, community organizations, faith-based institutions, government leaders, and other various venues in order to convert awareness into understanding as 70% of people are more likely to retain information when it is presented in an interactive way.

A central element of the campaign has been ethnic outreach. First 5 has engaged partners who specialize in reaching California's diverse population including the African-American community, the Asian Pacific Islander American (APIA) community and the Latino community. In addition, First 5's grassroots outreach helps to deliver messages to hard-to-reach audiences who do not consume mainstream media.

Ms. Bupara summarized the research, activities, methods and messages First 5 has employed to reach the diversity of California. She provided examples of the contractor's work and highlighted the following results:

- Since 2005, First 5 California has generated more than 200 million media impressions through statewide announcements, general market and ethnic media relations and grassroots outreach.
- First 5 has reached 75% of California's population on childhood obesity prevention messages.
- In 2007, First 5's public education and outreach efforts secured 86 million media impressions.
- First 5's APIA outreach has generated 463 clips in the Asian media on over 25 different topics resulting in 40 million media impressions.
- Families are also connected by resources showing 2.5 million requests for the *Kit for New Parents*.
- First 5 formed a partnership with *Univision*, which helped reach 90% of Spanish speakers in California.
- First 5's Spanish-language media outreach that surrounded our newly designed *Kit*, saw a 300% increase in call volume to the 1-800 line and a 1,600% increase in visits to First 5's Web site.
- 180 church leaders representing nearly 80 churches in different parts of the state are part of First 5's Leading Ladies of School Readiness Program.
- County commissions established other faith-based partnerships to promote local programs and First 5 messages.
- 80% of county commissions work with First 5's contractor for communications assistance ranging from cultural sensitivity and media relations to research and professional development.

- The Hands-On Health mobile van reached nearly 180,000 people in its first 18 months.
- In 2007, First 5 launched corporate partnerships with Westfield Shopping Center and several influential Latino businesses.

By extending the contract, First 5 staff can focus on the RFP for the advertising contract, which is scheduled to be released in February, rather than having to be engaged in both the advertising RFP and a new public relations RFP during the same period.

MOTION/ACTION: Commissioner Dartis moved that the commission approve funding of up to \$7.4 million to extend The Rogers Group contract for two years through May 31, 2010. The motion was seconded by Commissioner Attore.

Commissioner Attore suggested TRG increase efforts in the Sacramento media market to help policymakers in the Capitol better understand First 5.

Vice Chair Kears said that the Media Committee had ensured that the contract extension would not distract from the commission's commitment to reach communities at the grassroots level.

Commissioners Tsakopoulos-Kounalakis and Munger asked for more information about the specifics of the budget and scope of work in the contract extension.

Commissioner Dartis stated that the background provided by Ms. Bupara illustrates examples of activities that will continue as part of the work plan that will be produced over the course of the next two years.

Ms. Perry recommended that the item be postponed until the March meeting so further detailed financial information can be provided to the commission.

Commissioner Dartis expressed concern over the ramifications of deferring the vote to March and making certain that the public continues to hear First 5's message.

Ms. Perry stated that although the commission risks a break in service that would not occur until May. The commission must take action at its March meeting to ensure there is not a disruption of services. She clarified that this request is for an extension of a competitively bid and won contract. Provisions within the contract state that the commission has the right to extend the contract at the same level of funding with no change to the scope of work.

Vice Chair Kears suggested that, even though the Media Committee was comfortable with the extension, the commission has not had sufficient time as a body to build the trust needed to delegate decisions of this magnitude to a committee.

PUBLIC COMMENT:

Laurie True requested that First 5 work in partnership with WIC on their proposed legislation and to help promote WIC's new food package.

Commissioner Dartis withdrew her motion to extend The Rogers Group contract. This item will be heard at the March commission meeting.

Agenda Item 10 – Funding Authorization for Toll-Free Line

Elisa Bupara, Director of Communications requested commission approval of up to \$435,000 for three years for a competitively bid contract to continue the 1-800-KIDS-025 line to distribute the *Kit for New Parents* and provide referrals.

The call center operates 24-7 and provides information to the public on First 5 California programs. It currently serves the public utilizing six languages, including English, Spanish, Chinese, Mandarin, Vietnamese and Korean. Additionally, all advertising and public education and outreach campaign activities promote the 800-line.

The current contract with Target is set to expire in June 2008. A contractor must be secured to continue the distribution of educational materials and referrals via the toll-free line.

MOTION/ACTION: Vice Chair Kears moved that the commission approve funding of up to \$435,000 to secure a three-year contract to distribute the *Kit for New Parents* and other collateral materials associated with First 5 California's public education and outreach efforts. The motion was seconded by Commissioner Munger.

Commissioner Tsakopoulos-Kounalakis stated that it would be helpful to the commission in their decision making to have more information regarding the correlation between funding and the specific services that funding is providing.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 11 – Funding Authorization and Program Extension

Sarah Neville-Morgan, Deputy Director of Program Management, highlighted that one of the main goals of First 5 California's Strategic Plan, which is to establish a distinctive set of sustainable health and education programs for children 0 to 5. The Strategic Plan calls for all of its major programs to go through a legacy assessment workgroup before determining which programs will be continued and become Signature Programs. Continued funding of existing programs allows all current programs to go through the process outlined in the Strategic Plan and ensures continuity of services while the evaluation of the programs is conducted.

Ms. Neville-Morgan requested the commission approve an 18-month extension on three existing First 5 California Programs.

Migrant Education Even Start (MEES) Program

Term of Funding: July 1, 2008 – December 31, 2009

Funding: \$2,775,000 from First 5's Education Account

Partner: Contract with Butte County Office of Education and collaboration with the California Department of Education and the California Migrant Education Regions.

Objective: Ensure that our young migrant students have the opportunity to meet California's challenging educational standards.

Service/Data: First 5 funds enhanced services in 46 counties with home and early based center learning services, parent education, transportation, outreach and support. Over 14,000 children and parents were served and transportation for over 4,000 families was provided.

Evaluation Results: Improved developmental screenings from 60.9 to 81.5%. At- risk developmental screening scores decreased from 74 to 44%.

MOTION/ACTION: Commissioner Attore moved that the commission approve funding of up to \$2,775,000 and to continue the services of the Migrant Education Even Start (MEES) program through December 31, 2009. The motion was seconded by Commissioner Munger.

PUBLIC COMMENT:

Adrianna Simmons (Butte County Office of Education/MEES) spoke in support of the MEES extension, providing detailed information on the MEES Program. She invited commissioners to attend the MEES' annual conference that will be held in November.

VOTE: The motion was approved by a unanimous vote of the members present.

Tobacco Cessation

Term of Funding: July 1, 2008 – December 31, 2009

Funding: \$1.5 million

Partner: Contract with California Department of Public Health

Objective: To decrease the number of pregnant women, parents, and caregivers of 0 to 5 children who smoke.

Service/Data: Tobacco cessation services are provided at no-cost and reach every county within the state, including rural residents who otherwise have limited access to these cessation services. Services provided include telephone intake calls, mailing of self-help materials, referrals to local programs, individual telephone counseling and follow up, and the distribution of tobacco cessation materials.

Evaluation Results: The program created a new focus on pregnant smokers and as a result, pregnant smokers who received specialized counseling were twice as likely to remain smoke free postpartum.

MOTION/ACTION: Commissioner Dartis moved that the commission approve funding of up to \$1,500,000 for an 18-month period and to continue the California Smokers' Helpline through December 31, 2009. The motion was seconded by Commissioner Munger.

Vice Chair Kears questioned the hotline strategy as a way of addressing tobacco cessation, stating that he has not known hotlines to be very effective. He asked what its value is relative to other strategies.

Commissioner Dartis asked what the risk was of not continuing the program. Ms. Neville-Morgan cited statistics on the number of contacts and referrals made to parents in the First 5 target audience and noted that the commission is required to fund anti-tobacco efforts; at this time the hotline is the only such program funded. She noted that the program would go through the legacy assessment workgroup criteria.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Comprehensive Approaches to Raising Educational Standards (CARES)

Term of Funding: July 1, 2008 – December 31, 2009

Funding: \$10 million

Partners: 43 county commissions; Child Development Permit Stipend and CARES Training and Technical Assistance Project; and CARES database and technical assistance.

Objective: To ensure quality childcare and early learning programs for families and children 0 to 5 by increasing the education, professional development and retention of the early learning workforce.

Service/Data: Approximately 65,000 incentives and/or stipends were provided; 13,000 teachers and providers received support; and nearly 1,000 teachers obtained degrees; and 1,000 CARES participants obtained Child Development Permits.

Evaluation Results: 96% of CARES participants still working in the field after 12 months and 93% of participants still in the field after 18 months; and 81% retention rate compared to 70% nationally.

MOTION/ACTION: Commissioner Dartis moved that the commission approve funding of up to \$10 million for an 18-month period and to continue the CARES Program, the Child Development Permit Stipend and CARES Training and Technical Assistance Project, and CARES database and technical assistance through December 31, 2009. The motion was seconded by Commissioner Munger.

Commissioner Dartis asked for more information about how CARES is increasing the educational capacity of providers.

Ms. Neville-Morgan gave examples of strategies counties have implemented, such as classes in languages other than English, funding for tutors to help providers succeed in college classes, special arrangements with community colleges to help providers meet requirements for GEDs and permits, and strategies to increase articulation between community colleges and 4-year colleges.

PUBLIC COMMENT:

Christina Arrostituto (Executive Director, Solano County) spoke in support of the CARES extension, saying that in her county CARES has enabled ECE providers to increase their educational levels so that there is now a pool of providers ready for higher education. The increased demand has resulted in three colleges now offering liberal studies programs with a child development focus.

VOTE: The motion was approved by a unanimous vote of the members present (Commissioners Ramirez, Kears, Attore, Dartis and Munger).

Oral Health

Request:

- To approve a no-cost, 10-month time extension from February 2008 – December 2008 to ensure completion of the training component as required in the original contract.
- There is a Consensus Conference to convene medical providers and dentists to develop clinical guidelines for oral health regarding pregnant women. These guidelines do not currently exist.
- No additional funds are being requested.
- Carryover of approximately \$75,000.

MOTION/ACTION: Vice Chair Kears moved that the commission approve a no-cost, 10-month time extension for the Oral Health Education and Training Project from February 2008 through December 31, 2008. The motion was seconded by Commissioner Dartis.

PUBLIC COMMENT:

Lynn Grossman (Executive Director of the Dental Health Foundation) spoke in support of the Oral Health program, providing statistical information and success of the program.

VOTE: The motion was approved by a unanimous vote of the members present (Commissioners Ramirez, Kears, Attore, Dartis and Munger).

Regional Technical Assistance Program

Request:

- To extend the Regional Technical Assistance (TA) Program period to two years from the date of the award.
- Current term of funding period: July 2006 - June 2008.
- Total funding amount: \$2 million
- Change allows for full implementation of Regional TA Program.
- Current program status: Six Regional TA applications are pending approval for two-year period.
- Since funding period currently to expire June 30, 2008, time extension is necessary to fully implement the program.

MOTION/ACTION: Vice Chair Kears moved that the commission approve an extension of the Regional Technical Assistance program funding period to two years from date of the awards. The motion was seconded by Commissioner Munger.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present (Commissioners Ramirez, Kears, Dartis and Munger).

Agenda Item 12 – Consent Calendar

The commission considered approval of the consent agenda items:

- The November 15, 2007 Commission Meeting Minutes
- Incorporate Equity Principles Committee into Program Committee
- Ratifications of the following contracts: CCFC-6971 A3, 7011 A1, 7038 A2, 7071, 7086, 7089, 7091, MOU 07-01

MOTION/ACTION: Vice Chair Kears moved that the commission approve the consent calendar. The motion was seconded by Commissioner Dartis.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present (Commissioners Ramirez, Kears, Dartis and Munger).

Agenda Item 12 – Adjournment

Vice Chair Kears moved for adjournment of the commission meeting. The motion was seconded by Commissioner Dartis and was approved by a unanimous vote of the members present.

The next scheduled commission meeting is March 20, 2008.